

Morocco

January
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According to U.S. trade data, agricultural and food exports from the U.S. to Morocco reached \$412 million in 2014, which represented about 5.9 percent decline compared to 2013, while the U.S. agricultural and food product imports from Morocco for that year were estimated at \$177 million.

Foreign Trade

The United States has a greater potential to export semi-finished products and products for industrial uses such as milk powder, cheese, processed nuts, and other ingredients. The FTA offers great opportunities to sell U.S. ingredients in Morocco. Although local processors have improved and diversified significantly their production over the past few years, the range of products they are putting on the market is still very small and is unlikely to fulfill all the demand. The local producers are becoming more quality-conscious; U.S. suppliers can play a major role in fulfilling the demand for regular quality products. Most food proces-

sors purchase their ingredients from well-established importers or from local agents of multinationals. Very few large processors purchase their ingredients directly from exporters abroad. Thus, U.S. exporters are advised to go through local suppliers of ingredients to be able to use their distribution network. The local industry is committed to develop further in the future to withstand stiffer competition. Many local producers (biscuit plants, confectioneries, canneries, etc.) have started offering a new range of products to maintain their market share and compete with imported products.

- ◆ *Morocco is an emerging market at the crossroads of Europe, Africa, and the Middle East that imports \$17 billion worth of agricultural goods each year.*
- ◆ *The United States exported agricultural goods valued at \$66 million to Morocco in 2005, including corn, soybeans, sugar, tobacco, and wheat.*
- ◆ *Implementation of the U.S.-Morocco Free Trade Agreement (FTA) began on Jan. 1, 2006. Under the agreement, most agricultural tariffs between Morocco and the United States are eliminated immediately or over 2 years, 6 years, or 9 years.*

Table 1: United States Exports to Morocco (value \$1000) Product	2012	2013	2014	Jan - Aug 2014	Jan – Aug 2015
Intermediate Total	465.9	211.2	183.6	145.3	126.2
Bulk Total	110.4	97.1	117.1	79.2	108.8
Consumer Oriented Total	84.6	130.6	111.5	105.6	16.6
Forest Products	2.7	2.4	3.8	2.2	2.8
Agricultural Products	660.8	438.9	412.1	330	251.6
Ag, Fish & Related Products	932,305	668,786	441,807	321,496	332,730

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



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